WHAT IS CLAIMED IS:

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A method for face-to-face advertising comprising the steps of: (Original) 25) 3 arranging for payment from an advertiser prior to wearing a headdress; a) 4 wearing a headdress for displaying electronic messages in a public place, b) 5 wherein said headdress includes more than one screen for displaying said electronic messages; 6 and 7 c) moving said headdress about said public place. 8 (Currently Amended) 26) The method of claim 25 further comprising the step of 9 displaying said electronic messages as directed by a controller connected to said headdress. 10 The method of claim 26 further comprising the step of attaching a 27) (Original) 11 brim or a visor to said headdress. 12 The method of claim 27 further comprising the step of altering at 28) (Original) 13 least one of said electronic messages according to a predetermined paradigm. 14 The method of claim 27 further comprising the step of altering 29) (Original) 15 more than one of said electronic messages according to a predetermined paradigm. 16 The method of 26 further comprising the step of displaying one or 30) (Original) 17 more of said electronic messages for a predetermined time before displaying one or more 18 different messages for a predetermined time. 19 31) The method of claim 30 further comprising the step of (Original) 20

incorporating an advertiser's registered trademark into one or more of said electronic messages.

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1	(Original)	32)	A method for face-to-face advertising comprising the steps of:		
2	a)	arrang	ing for payment from an advertiser prior to wearing a headdress;		
3	b)	wearin	ng a headdress for displaying electronic messages in a public place,		
4	wherein said headdre	ess incl	udes five distinct planes for displaying said electronic messages;		
5	and				
6	c)	movin	g said headdress about said public place.		
7	(Original)	33)	The method of claim 32 further comprising the step of ordering		
8	said electronic messages for public display.				
9	(Original)	34)	The method of claim 33 wherein said electronic messages are		
10	controlled by a cont	roller p	preprogrammed with advertising messages, prior to wearing said		
11	headdress in said pub	olic plac	e, and wherein said controller is positioned about said headdress.		
12	(Original)	35)	The method of claim 34 further comprising the step of altering		
13	one or more of said e	lectroni	c messages according to a predetermined paradigm.		
14	(Original)	36)	The method of claim 33 wherein said electronic messages are		
15	controlled by a contr	oller re	ceiving one or more signals generated from a location remote from		
16	said headdress, as sai	d headd	lress is worn in said public place.		
17	(Original)	37)	The method of claim 36 further comprising the step of altering		
18	one or more of said e	lectroni	c messages according to said one or more signals.		
19	(Original)	38)	The method of claim 33 wherein said electronic messages are		
20	controlled by a mer	nory pr	ogrammed with advertising messages and positioned about said		
21	headdress, until said	memor	y receives one or more signals, generated from a location remote		
22	from said headdress,	for alte	ering said advertising messages, as said headdress is worn in said		

public place.

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1	(Original)	39)	The method of claim 38 further comprising the step of altering
2	one or more of said	electron	ic messages according to said one or more signals.
3	(Original)	40)	The method of 33 further comprising the step of displaying one or
4	more of said electr	onic me	essages for a predetermined time before displaying one or more
5	different messages for	or a pred	determined time.
6	(Original)	41)	A method for face-to-face advertising comprising the steps of:
7	a)	arrang	ging for payment from an advertiser prior to wearing a headdress;
8	b)	weari	ng a cubic shaped headdress, including message boards, for
9	displaying electronic	c messa	ges in a public place, wherein said headdress further comprises a
0	visor or a brim; and		
1	c)	movii	ng said headdress about said public place.
12	(Original)	42)	The method of claim 41 further comprising the step of ordering
13	said electronic mess	ages for	public display.
14	(Currently A	mended	1) 43) The method of claim 42 wherein said electronic messages
15	are controlled by a	controlle	er preprogrammed with advertising messages, prior to wearing said
16	headdress in said pu	blic pla	ce, and wherein said controller is attached to said headdress.
17	(Original)	44)	The method of claim 43 further comprising the step of altering
18	one or more of said	electron	ic messages according to a predetermined paradigm.
19	(Original)	45)	The method of claim 42 wherein said electronic messages are
20	controlled by a cont	roller re	eceiving one or more signals generated from a location remote from
21	said headdress, as sa	aid head	dress is worn in said public place.
22	(Original)	46)	The method of claim 45 further comprising the step of altering
23	one or more of said	electron	ic messages according to said one or more signals.

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(Original) 47) The method of claim 42 wherein said electron	nic messages are
controlled by a memory programmed with advertising messages and posit	ioned about said
headdress, until said memory receives one or more signals, generated from a	a location remote
from said headdress, for altering said advertising messages, as said headdress	ss is worn in said
public place.	

(Original) 48) The method of claim 47 further comprising the step of altering one or more of said electronic messages according to said one or more signals.

(Original) 49) The method of 42 further comprising the step of displaying one or more of said electronic messages for a predetermined time before displaying one or more different messages for a predetermined time.